

DEPARTURES

MEDIA KIT 2021



DEPARTURES MISSION STATEMENT



DEPARTURES is the ultimate resource for one-of-a-kind experiences, must-have products, and innovative strategies to help an affluent audience look their best, experience the world, improve their well-being, and live their most interesting and fulfilling life.

DEPARTURES

2021 EDITORIAL CALENDAR



JANUARY/FEBRUARY

TRAVEL 2021

We explore the year ahead in travel, from the latest trends to hot destinations. Plus, a special Cruising section.

CUSTOM CREATIVE CLOSE	11.04.20
CLOSING DATE	11.19.20
ESTIMATED IN-HOME DATE	12.29.20

MARCH/APRIL

SPRING STYLE

Our annual issue is the ultimate spring style guide featuring curated high-end fashion, and luxurious jewelry, watches, and accessories.

CUSTOM CREATIVE CLOSE	12.16.20
CLOSING DATE	01.12.21
ESTIMATED IN-HOME DATE	02.27.21

MAY/JUNE

LEGEND AWARDS

Continued attention to sustainability and interest in wellness travel drives our annual Legend Awards. Our editors select hotels, transportation, destinations, and products that inspire.

CUSTOM CREATIVE CLOSE	02.12.21
CLOSING DATE	03.16.21
ESTIMATED IN-HOME DATE	04.24.21

JULY/AUGUST

THE HOTELS ISSUE

We showcase properties across the globe and the design, hospitality, and extraordinary people that make hotels such special places to experience and treasure.

CUSTOM CREATIVE CLOSE	04.23.21
CLOSING DATE	05.14.21
ESTIMATED IN-HOME DATE	06.26.21

SEPTEMBER

VISIONARIES

In our signature tentpole, we profile Visionaries who are shaping what's next, driving innovation, and influencing our readers' spending trends.

CUSTOM CREATIVE CLOSE	06.01.21
CLOSING DATE	06.22.21
ESTIMATED IN-HOME DATE	08.13.21

OCTOBER

THE DESTINATION ISSUE

Our beloved yearly deep-dive into a single destination gives readers everything they know to have the best, most curated experience on their next trip.

CUSTOM CREATIVE CLOSE	07.01.21
CLOSING DATE	08.3.21
ESTIMATED IN-HOME DATE	09.17.21

NOVEMBER/DECEMBER

HOLIDAY TRAVEL & SHOPPING ISSUE

We offer insights on memorable Holiday travel experiences and compile magnificent luxury gifts that endure.

CUSTOM CREATIVE CLOSE	08.12.21
CLOSING DATE	09.07.21
ESTIMATED IN-HOME DATE	10.22.21



HOME + DESIGN 2021

MAY/JUNE

CUSTOM CREATIVE CLOSE	02.08.21
CLOSING DATE	03.05.21
ESTIMATED IN-HOME DATE	04.24.21

OCTOBER

CUSTOM CREATIVE CLOSE	06.24.21
CLOSING DATE	07.27.21
ESTIMATED IN-HOME DATE	09.17.21



CENTURION 2021

EXCLUSIVELY FOR CENTURION® CARD MEMBERS

SPRING/SUMMER

CUSTOM CREATIVE CLOSE	02.04.21
CLOSING DATE	04.05.21
ESTIMATED IN-HOME DATE	05.07.21

FALL/WINTER

CUSTOM CREATIVE CLOSE	08.10.21
CLOSING DATE	09.21.21
ESTIMATED IN-HOME DATE	11.12.21

NOTE: All edit subject to change.

FOR ADVERTISING INFORMATION

Contact your DEPARTURES sales representative or Associate Publisher Katy Bano at 212.522.1477 or katy.bano@meredith.com

NOTE: Limited space available

DEPARTURES READER PROFILE

AUDIENCE

Total Audience	5,280,000
Readers Per Copy	3.3

GENDER

Male	53%
Female	47%

AGE

Average Age	49
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FASTEST GROWING DEMOGRAPHIC SEGMENTS

Age 25-34	+195%
Age 25-44	+45%

MARITAL STATUS

Married/Partnered	79%
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AVERAGE HHI

\$804,356

NET WORTH

\$1 Million+	83%
\$2.5 Million+	57%
\$5 Million+	35%

AVERAGE

\$4,761,000

EMPLOYMENT

Employed	67%
Self-employed	47%

JOB TITLE

Top Management	75%
C-Suite Executive	51%

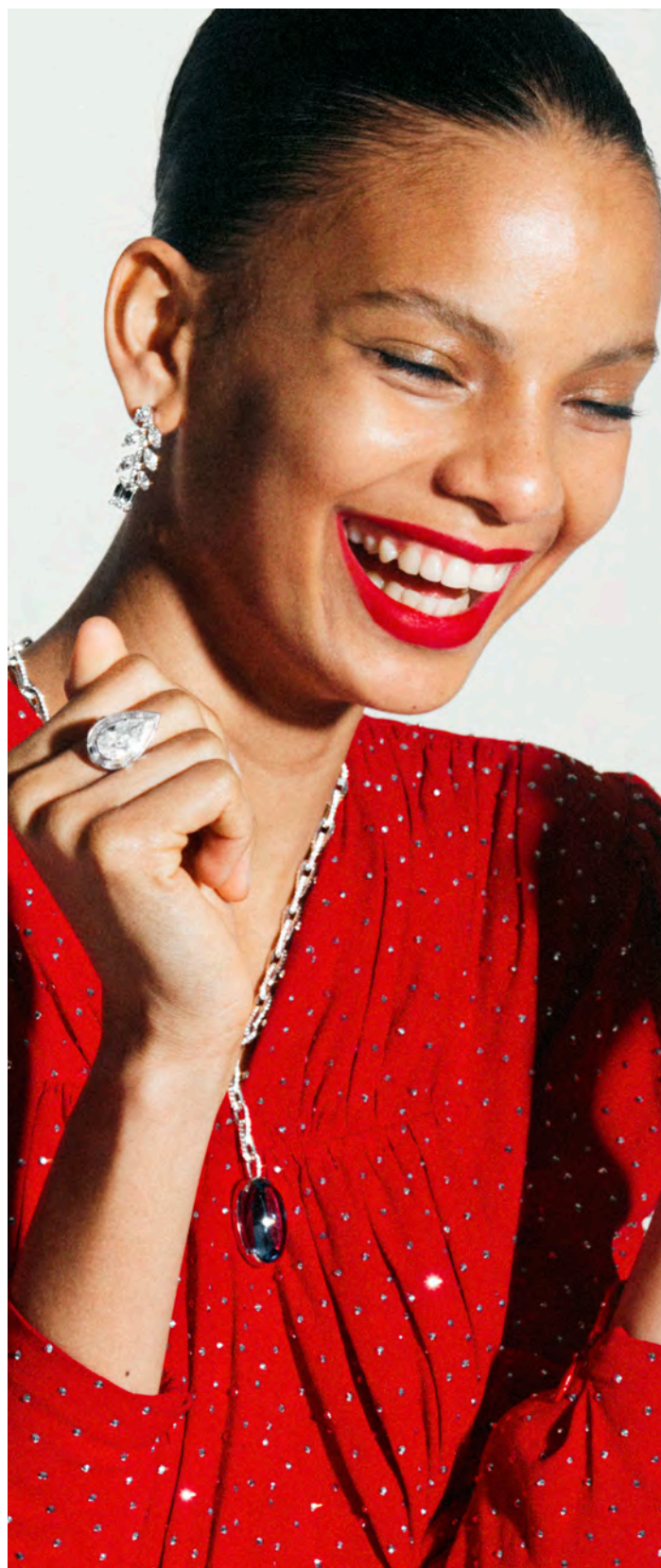
BOARD OF DIRECTORS

At organizations or companies besides their own	43%
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EDUCATION

College degree	92%
Postgraduate degree	51%

Source: 2020 DEPARTURES Readership Survey



DEPARTURES READER ENGAGEMENT

STYLISH. WORLDLY. CULTURED.

DEPARTURES is the ultimate resource for one-of-a-kind experiences, must-have products, and innovative strategies to help an affluent audience look their best, experience the world, improve their well-being, and live their most interesting and fulfilling life.

DEPARTURES IS INFORMATIVE

- 90%** say it covers the luxury lifestyle most thoroughly
- 88%** feel it keeps them up-to-date on the latest styles and trends
- 79%** realize it provides insights they can't find elsewhere

DEPARTURES IS INFLUENTIAL

- 94%** take direct action on articles/advertisements seen in DEPARTURES
- 89%** agree that the advertising inspires them to travel
- 84%** trust the ads they see in DEPARTURES

DEPARTURES IS A FAVORITE

- 96%** agree that it is entertaining/enjoyable to read
- 94%** say it is well-written
- 88%** look forward to reading every issue

Source: 2020 DEPARTURES Readership Survey



DEPARTURES

SPENDING POWER



\$314 Billion

DEPARTURES READERS' LUXURY LIFESTYLE
SPENDING INCREASED 8% IN 2019

LUXURY RETAIL	\$155B	+6%
HOME & DESIGN	\$44.1B	+9%
INTERNET SHOPPING (Includes department store e-commerce)	\$25.1B	+22%
LUXURY FASHION & ACCESSORIES	\$25.3B	+6%
Women's Apparel	\$4.2B	+9%
Watches & Jewelry	\$14.6B	+4%
Men's Apparel	\$3.0B	+9%
Shoes	\$762.6M	+8%
Handbags/Leather Goods	\$826.7M	+18%
DEPARTMENT STORES	\$5.2B	+4%
BEAUTY PRODUCTS & SERVICES	\$2.4B	+11%
TRAVEL	\$96.7B	+8%
DINING & ENTERTAINMENT	\$22.9B	+5%

ALL PAID WITHIN 30 DAYS

Source: 2019 American Express U.S. Card Member Data. *Note: DEPARTURES readers are defined as Platinum Card, Business Platinum Card, Centurion and Business Centurion members from American Express. As premium card members, DEPARTURES readers are required to pay their statements in 30 days. This document contains confidential, proprietary, and trade secret information of American Express Travel Related Services Company, Inc. ("American Express") and its subsidiaries and affiliates, and must not be disclosed in whole or in part to any third parties without the prior written consent of American Express.

DEPARTURES

2021 GENERAL RATES (GROSS)

EFFECTIVE JANUARY/FEBRUARY 2021 ISSUE

PAGE UNIT	1X	3X	6X	9X	12X
Full Page	\$167,000	\$162,000	\$156,900	\$151,900	\$146,900
$\frac{2}{3}$ -Page	\$124,700	\$121,000	\$117,200	\$113,500	\$109,800
$\frac{1}{2}$ -Page	\$100,200	\$97,300	\$94,300	\$91,300	\$88,200
$\frac{1}{3}$ -Page	\$78,500	\$76,200	\$73,800	\$71,400	\$69,100

PAGE UNIT	1X	3X	6X	9X	12X
Cover 2/Page 1	\$384,100	\$372,600	\$360,900	\$349,400	\$337,900
Cover 3	\$175,400	\$170,100	\$164,800	\$159,500	\$154,300
Cover 4	\$217,100	\$210,600	\$204,000	\$197,500	\$191,000
PBW	\$113,600	\$110,200	\$106,800	\$103,300	\$100,000

All rates are gross, all copy and contract conditions apply.

FOR ADVERTISING INFORMATION CONTACT

Contact your DEPARTURES sales representative or
Associate Publisher Katy Bano at 212.522.1477 or katy.bano@meredith.com



DEPARTURES

2021 HOME RATES (GROSS)

EFFECTIVE JANUARY/FEBRUARY 2021 ISSUE

PAGE UNIT	1X	3X	6X	9X	12X
Full Page	\$103,300	\$100,300	\$97,200	\$94,100	\$90,900
$\frac{2}{3}$ -Page	\$77,300	\$74,900	\$72,600	\$70,300	\$68,000
$\frac{1}{2}$ -Page	\$62,100	\$60,200	\$58,300	\$56,500	\$54,600
$\frac{1}{3}$ -Page	\$48,700	\$47,200	\$45,700	\$44,300	\$42,800

PAGE UNIT	1X	3X	6X	9X	12X
Cover 2/Page 1	\$237,600	\$230,700	\$223,600	\$216,500	\$209,100
Cover 3	\$108,500	\$105,400	\$102,100	\$98,900	\$95,500
Cover 4	\$134,300	\$130,300	\$126,400	\$122,400	\$118,200

All rates are gross, all copy and contract conditions apply.

FOR ADVERTISING INFORMATION CONTACT

Contact your DEPARTURES sales representative or
Associate Publisher Katy Bano at 212.522.1477 or katy.bano@meredith.com



DEPARTURES

2021 RETAIL RATES (GROSS)

EFFECTIVE JANUARY/FEBRUARY 2021 ISSUE

PAGE UNIT	1X	3X	6X	9X	12X
Full Page	\$141,900	\$137,700	\$133,600	\$129,600	\$125,800
$\frac{2}{3}$ -Page	\$106,000	\$102,900	\$99,700	\$96,500	\$93,300
$\frac{1}{2}$ -Page	\$85,200	\$82,600	\$80,100	\$77,500	\$74,900
$\frac{1}{3}$ -Page	\$66,800	\$64,800	\$62,700	\$60,800	\$58,700

PAGE UNIT	1X	3X	6X	9X	12X
Cover 2/Page 1	\$326,200	\$316,400	\$306,600	\$296,800	\$286,900
Cover 3	\$163,200	\$158,300	\$153,400	\$148,500	\$143,600
Cover 4	\$184,500	\$178,900	\$173,400	\$167,800	\$162,200
PBW	\$96,500	\$93,600	\$90,700	\$87,800	\$84,900

All rates are gross, all copy and contract conditions apply.

FOR ADVERTISING INFORMATION CONTACT

Contact your DEPARTURES sales representative or
Associate Publisher Katy Bano at 212.522.1477 or katy.bano@meredith.com



DEPARTURES

2021 REAL ESTATE RATES (GROSS)

EFFECTIVE JANUARY/FEBRUARY 2021 ISSUE

PAGE UNIT	1X	3X	6X	9X	12X
Full Page	\$116,900	\$113,400	\$109,900	\$106,300	\$102,900
$\frac{2}{3}$ -Page	\$87,400	\$84,800	\$82,100	\$79,500	\$76,900
$\frac{1}{2}$ -Page	\$70,200	\$68,000	\$66,000	\$63,800	\$61,600
$\frac{1}{3}$ -Page	\$55,100	\$53,400	\$51,700	\$50,100	\$48,400

PAGE UNIT	1X	3X	6X	9X	12X
Cover 2/Page 1	\$268,700	\$260,600	\$252,600	\$244,400	\$236,300
Cover 3	\$122,800	\$119,100	\$115,400	\$111,700	\$108,100
Cover 4	\$151,900	\$147,300	\$142,700	\$138,200	\$133,600
PBW	\$79,500	\$77,200	\$74,700	\$72,300	\$69,900

All rates are gross, all copy and contract conditions apply.

FOR ADVERTISING INFORMATION CONTACT

Contact your DEPARTURES sales representative or
Associate Publisher Katy Bano at 212.522.1477 or katy.bano@meredith.com



DEPARTURES

2021 HOME + DESIGN ISSUE RATES (GROSS)

EFFECTIVE MAY/JUNE 2021 ISSUE

PAGE UNIT	1X	3X	6X	9X	12X
Full Page	\$113,800	\$113,800	\$113,800	\$113,800	\$113,800
$\frac{2}{3}$ -Page	\$79,700	\$79,700	\$79,700	\$79,700	\$79,700
$\frac{1}{2}$ -Page	\$62,600	\$62,600	\$62,600	\$62,600	\$62,600
$\frac{1}{3}$ -Page	\$39,900	\$39,900	\$39,900	\$39,900	\$39,900

PAGE UNIT	1X	3X	6X	9X	12X
Cover 2/Page 1	\$148,000	\$148,000	\$148,000	\$148,000	\$148,000
Cover 3	\$119,500	\$119,500	\$119,500	\$119,500	\$119,500
Cover 4	\$148,000	\$148,000	\$148,000	\$148,000	\$148,000

All rates are gross, all copy and contract conditions apply.

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2021 ADVERTISING SPECIFICATIONS

PAGE UNIT	BLEED	TRIM	NON-BLEED	SAFETY/LIVE
Spread	18 ¼" x 11 ⅛"	18" x 10 ⅞"	16" x 10"	17 ½" x 10 ⅜"
Full Page	9 ¼" x 11 ⅛"	9" x 10 ⅞"	7 ½" x 10"	8 ½" x 10 ⅜"
⅔-Page	5 ¾" x 11 ⅛"	5 ½" x 10 ⅞"	5" x 10"	5" x 10 ⅜"
½-Page Vertical	4 ¾" x 11 ⅛"	4 ½" x 10 ⅞"	4" x 10"	4" x 10 ⅜"
½-Page Horizontal	9 ¼" x 5 ⅙"	9" x 5 ⅙"	7 ½" x 4 ⅓"	8 ½" x 4 ⅓"
⅓-Page Square	5 ¾" x 5 ⅙"	5 ½" x 5 ⅙"	5" x 4 ⅓"	5" x 4 ⅓"
⅓-Page Vertical	3 ¼" x 11 ⅛"	3" x 10 ⅞"	2 ⅞" x 10"	2 ½" x 10 ⅜"

MAGAZINE TRIM SIZE: 9" x 10 7/8" | BINDING: PERFECT BOUND

DOCUMENT/FILE SPECS AND PROOFS See next page

MATERIAL EXTENSIONS, FILE SPECS, AND AD PORTAL CONTACT

Mario O. Trejo • 414.622.2891 • motrejocasi@quad.com



DEPARTURES

2021 ADVERTISING SPECIFICATIONS

MAGAZINE TRIM SIZE: 9" x 10 7/8"

FILE TYPES AND DELIVERY

- Submit PDF-X1a FILES via Meredith Ad Express: meredith.sendmyad.com
- For instructions on how to create a PDF-X1a go to: http://www.meredith.com/sites/default/files/PDFx1a_Guide2015_D2D.pdf
- Prepare files to Meredith's specs in accordance with SWOP specifications. If the below guidelines are not met, the color and quality of print reproduction may vary.

FILE SPECIFICATIONS/GENERAL GUIDELINES

- Include/embed all fonts and artwork.
- Max density (total area coverage) is 300%
- Image resolution is 300 dpi, Line illustration is 2400 dpi.
- CMYK or Grayscale only. Convert any spot colors not intended to print into CMYK. RGB elements must be converted to CMYK.
- 5/c ads: Limit spot color to the elements from the Pantone Library.
- Files must be properly trapped.
- Limit file name to 24 characters including the extensions.
- Files must be single pages or spreads, no multipage files.
- Do not nest PDF files in other PDFs, EPS files in other EPSs.
- Do not use illegal characters such as ("()*&^%\$#@'{}[]\|,;: in file names.
- 5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.

DOCUMENT SETTINGS

- Ads should be built at 100% trim size.
- Bleed ads, extend bleed to 1/8" beyond trim on all sides.
- Keep live matter 1/4" inside trim dimensions on all sides.
- Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks .167" so not to touch live image or bleed areas. See PDF Guide link above.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.
- Alert Designers: For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

FONTS

- 4-color black type is not allowed.
- To create rich black use 100% K and 60% C.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Do not apply styles to basic fonts, use the actual font.
- 4-color type should not exceed 300% density.
- To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.
- Color or reverse type and line art should not be less than .007" at the thinnest area. Single color type and line art should not be less than .004" at the thinnest area. General guideline is nothing thinner than the equivalent of a hairline rule.

PROOFS

- Meredith does not accept color proofs. SWOP proofing standards are used Press side for publication printing. Advertisers should calibrate their proofing devices to Industry SWOP Standards for Publication Printing. Refer to www.swop.org for additional information.

NOTES

- Meredith does not make any changes to ads or files.
- Retention of materials is 13 months.

MATERIAL EXTENSIONS, FILE SPECS, AND AD PORTAL CONTACT:

Mario O. Trejo
414-622-2891
motrejoacasi@quad.com

DEPARTURES

TERMS AND CONDITIONS

MEREDITH CORPORATION PRINT ADVERTISING TERMS AND CONDITIONS

The following are certain terms and conditions governing advertising published by Meredith Corporation ("Publisher") in the U.S. print edition of DEPARTURES magazine (the "Magazine"), as may be revised by Publisher from time to time. For the latest version, go to www.departures.com. For Publisher's Digital Editions Advertising Terms and Conditions, go to <http://meredithtabletmag.com/sfp/terms-conditions.php>. Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, reservation orders, blanket contracts, instructions or documents that conflict with or alter these terms and conditions will be binding on Publisher, unless authorized in writing by a senior executive of Publisher.

AGENCY COMMISSION AND PAYMENT

1. Publisher may require payment for advertising upon terms determined by Publisher prior to publication of any advertisement.
2. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine and for all costs of collection of late payment.
3. If an account is placed with a collection agency or attorney for collection, all commissions and discounts will be rescinded or become null and void and the full advertising rate shall apply.
4. Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents.
5. Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within thirty (30) days after the billing date, with the following exceptions. For all advertising not placed through a recognized agent, payments at rate card rates must be received no later than the issue closing date. Prepayment is required if credit is not established prior to ten (10) business days prior to the issue closing date. All payments must be in United States currency.
6. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on ad space charges may not be applied to production charges.
7. Advertiser shall pay all international, federal, state and local taxes on the printing of advertising materials and on the sale of ad space.

CANCELLATION AND CHANGES

1. Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. In the event of cancellation for default in the payment of bills, charges for all advertising published as of the cancellation date shall become immediately due and payable.
2. Advertisers may not cancel orders for, or make changes in, advertising after the issue closing date. Cancellation of orders or changes in advertising to be placed on covers, in positions opposite content pages, and for card inserts will not be accepted after the date thirty (30) days prior to the issue closing date. Cancellation of orders for special advertising units printed in the Magazine, such as booklets and gatefolds, will not be accepted after the date sixty (60) days prior to the issue closing date. In the event Publisher accepts cancellation after any of the foregoing deadlines, such acceptance must be in writing, and such cancellation may be subject to additional charges at Publisher's discretion.
3. The conditions of advertising in the Magazine are subject to change without notice. Publisher will announce ad rate changes thirty (30) days prior to

the closing date of the issue in which the new rates take effect. Orders for subsequent issues will be accepted at the then-prevailing rates.

CIRCULATION GUARANTEE

The Magazine is a member of the Alliance for Audited Media (AAM). The following rate base guarantee is based on the AAM's reported circulation for the Magazine averaged over each six month AAM period, during the calendar year, in which advertising is placed. Publisher guarantees circulation to national advertisers by brand of advertised product or service. In the event the audited six (6)-month average circulation does not meet the guaranteed rate base, Publisher shall grant rebates to the advertiser in ad space credit only, which must be used within six (6) months following the issuance of audited AAM statements for the period of shortfall. Rebates will be calculated based on the difference between the stated rate base at time of publication and the AAM audited 6-month average. **Publisher does not guarantee circulation to regional advertisers,** and regional circulations reported by the AAM are used by Publisher only as a basis for determining the Magazine's advertising rates.

PUBLISHER'S LIABILITY

1. Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.
2. Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements, and is not liable for any error in key numbers. PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS. Publisher will not consider any objections to positioning of an advertisement later than six (6) months after the on-sale date of the issue in which the advertisement appears.
3. The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

MISCELLANEOUS

1. Agency and advertiser jointly and severally represent and warrant that each advertisement submitted by it for publication in the Magazine including, but not limited to, those for which Publisher has provided creative services, contains no copy, illustrations, photographs, text or other content or subject matter that violate any law or infringe any right of any party. As part of the consideration and to induce Publisher to publish such advertisement, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any loss, liability damages and related expenses (including attorneys' fees) (collectively, "Losses") arising from publication of such advertisements in all applicable editions, formats or derivations of the Magazine, including, but not limited to, (a) claims of invasion of privacy, violation of rights of privacy or publicity, trademark infringement, copyright infringement, libel, misrepresentation, false advertising, or any other claims against Publisher (collectively, "Claims"), or (b) the failure of such advertisement to be in compliance and conformity with any and all laws, orders, ordinances and statutes of the United States or any of the states or subdivisions thereof.

2. In the event the Publisher provides contest or sweepstakes management services, email design or distribution or other promotional services in connection with advertisements placed in the Magazine, agency and advertiser jointly and severally represent and warrant that any materials, products (including, but not limited to, prizes) or services provided by or on behalf of agency or advertiser will not result in any claim against Publisher. As part of the consideration and to induce Publisher to provide such services, agency and advertiser jointly and severally shall indemnify and hold harmless Publisher from and against any Losses arising from such materials, products or services, including, but not limited to, those arising from any Claims.
3. Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Magazine's name or logo without Publisher's prior written permission for each such use.
4. The word "advertisement" will be placed above all advertisements that, in Publisher's opinion, resemble editorial matter.
5. All pricing information shall be the confidential information of Publisher, and neither agency nor advertiser may disclose any such information without obtaining Publisher's prior written consent.
6. This agreement shall be governed by and construed in accordance with the laws of the State of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

ADDITIONAL COPY AND CONTRACT REGULATIONS

1. For advertising units less than full-page size, insertion orders must specify if advertisement is digest, vertical, square, or horizontal configuration. Insertion orders for all advertising units must state if advertisement carries a coupon.
2. Advertising units of less than 1/3 page size are accepted based on issue availability as determined by Publisher.
3. Requested schedule of issues of ad insertions and size of ad space must accompany all insertion orders. Orders and schedules are accepted for the advertising by brand of product or service only and may not be re-assigned to other products or services or to affiliated companies without the consent of Publisher.
4. Insert lineage contributes to corporate page levels based on the ratio of the open rate of the insert to the open national P4C rate.
5. If a third party either acquires or is acquired by advertiser during the term of an insertion order, any advertising placed by such third party in an issue of the Magazine that closed prior to the date of the acquisition will not contribute to advertiser's earning discounts.

REBATES AND SHORTRATES

Publisher shall **rebate** advertiser if advertiser achieves a higher spending level, resulting in the retroactive lowering of advertising rates, in comparison to the billed advertising rates. Rebate shall be in the form of a media credit to be applied against not-yet-paid media invoices. In the event that advertiser fails to achieve a spending level for which it has been billed, advertiser will be **short-rated** and owe Publisher an additional sum based on the difference between the billed rates and higher rates.

DEPARTURES

CONTACT US

HEADQUARTERS

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DEPARTURES

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